

District 5010 Grassroots Community and Economic Project

This district-wide project implements at minimal cost District 5010's 2020-2021 theme "Rotary Helping Our Communities". When that District theme was announced at last year's mid-year conference, little did any of us imagine our statewide situation over the coming Rotary year.

This project provides a proven no-cost to low-cost process by which individual Rotary clubs, in partnership with the US Department of Agriculture and major Western US universities, can engage with their own communities and neighborhoods in a grassroots effort to rebuild our local communities and economies to thrive in the future, as well as helping remote Alaska communities.

This project brings to smaller Alaskan communities, at minimal cost, otherwise unavailable economic expertise and modern community and economic development knowledge and planning processes. This program has been implemented in many western US areas and in 2018 was nationally recognized as an outstanding new community redevelopment and rejuvenation planning process.

This process is supported by a US Department of Agriculture grant and by a Rotary District 5010 Excess Reserve funds grant, so there is minimal financial cost to individual Rotary clubs.

The need within our own state is great. Recent information by the State of Alaska labor economists speaking last September to District 5010 shows that it will take 3-4 years for Alaska's employment to return to the already-low recessionary employment levels that Alaska was experiencing pre-Covid. Recent State of Alaska data shows that Alaska's employment has dropped 7.7% from 2019 employment during the later part of the recession that started in 2015.

All of us can help effectively rebuild our state, our communities, and our local economies for the long term. We can do this by helping local communities diversify their economies so that they are more resilient to outside forces. Without a strong economy to help support residents, communities experience many financial and social problems and ultimately decline.

The need in remote Alaska communities, particularly in Alaska Native communities is especially high and we are looking for Alaska Rotary Clubs who are willing to partner with these remote communities to help our fellow Alaska citizens.

What does this project accomplish? This project brings together established programs and experts in Western US community and economic development with local community and business leaders such as Rotarians. The ASAP process helps community residents identify local preferences about how their communities and local economies should develop over the long term, to identify currently under-utilized economic resources, and

to then match community preferences with possibly overlooked opportunities to diversify local economies.

This sort of grassroots effort empowers local business and professional leaders, along with community members, to have a significant degree of local control of their own community and economic destiny. It is not in competition with major government economic development projects but rather finds opportunity to better develop local businesses. Obviously, the end result will be different in each community.

The initial result identifies a set of possible industries where there is a strong match between local desires and local economic resources. That gives business and community leaders a data-driven focus to their discussions and decisions about what economic diversification to pursue and how to do that. The final result would be a long term community plan developed with grassroots support and information about how to best pursue a strong local economy and to develop the community in the desired direction.

What sort of participation by local Rotary Clubs would be involved?

Composed of business and community leaders with the connections, visibility, experience and knowledge to “make things happen”, Rotary Clubs are uniquely positioned to bring together community and business leaders in a series of Rotary-sponsored monthly Zoom conferences that implement the community’s grassroots process, to assist in the gathering of local data, and to then help community and business leaders identify and develop promising new approaches.

Basically, participating Rotary clubs would encourage local business and community leaders to participate in the planning process, organize local discussions during the information-gathering and planning phases, help with a survey of local community desires, and then help the community identify and implement the most promising potential business opportunities, in conjunction with the expertise provided without charge by US Department of Agriculture.

Resilient Communities and Disaster Preparedness: In addition to the direct economic recovery portions of this project, a second aspect will provide Alaska Rotarian expertise and experience to help interested Rotary clubs and local businesses and governments develop community-based disaster preparedness and resiliency programs similar to a successful developed by Kenai Peninsula Borough via a FEMA emergency preparedness grant. Resilience includes not only disaster response but a broader range of threats.

Resources Available to Participating Rotary Clubs: District 5010 Rotarians have, and will provide participating Rotary Clubs with, the expertise, databases, project management assistance, and computer analysis to implement these programs locally without significant cost to clubs.

For More Information: <https://www.usu.edu/wrdc/asap> and following slides.



Helping communities identify targeted, sustainable economic development.

AN OVERVIEW OF ASAP

Presented by Don E. Albrecht

Director, Western Rural Development Center

ASAP is a regional collaborative project of the Western Rural Development Center. wrdc.usu.edu



 ASAP is a regional collaborative effort between these institutions and the Western Rural Development Center:





WHERE HAS ASAP BEEN IMPLEMENTED?

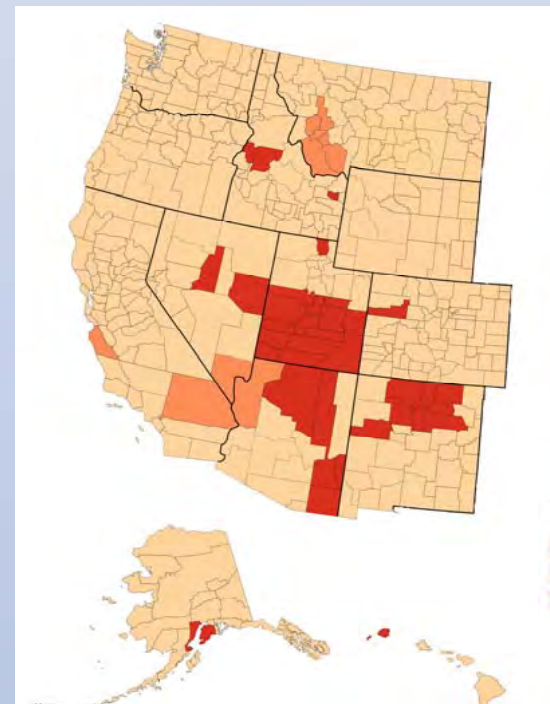
Pilot Sites

STATE	COUNTIES
Arizona	Mohave
California	San Bernardino, Monterey
Montana	Silver Bow, Deer Lodge, Powell, Beaverhead, Madison, Granite
Nevada	Clark

Sites Adopted Since 2011

STATE	COUNTIES/BOROUGHES
Alaska	Kenai Peninsula
Arizona	Coconino, Graham, Greenlee, Navajo, Cochise
Colorado	Garfield
Hawaii	Kauai
Idaho	Adams, Valley, Madison
New Mexico	Cibola, Colfax, Los Alamos, Mora, Rio Arriba, Sandoval, San Miguel, Santa Fe, Taos
Nevada	Lander, White Pine
Utah	Beaver, Cache, Carbon, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Piute, San Juan, Sanpete, Sevier, Washington, Wayne

*Kandihoya County, MN not shown



Legend

- Western Region
- Pilot Sites
- Sites Adopted Since 2011



ASAP IS AN AWARD WINNER

2017 NADO INNOVATION AWARD

WHO:

Utah's Six County Association of Governments/Economic Development District based in central Utah

WHAT:

2017 Innovation Award from the National Association of Development Organizations (NADO) for the Six County Area Sector Analysis Process

ABOUT:

Western Rural Development Center and Utah State University Extension partnered with Six County Association of Governments to deliver the WRDC's Area Sector Analysis Process (ASAP) to the six counties comprising this association: Juab, Millard, Piute, Sanpete, Sevier, and Wayne

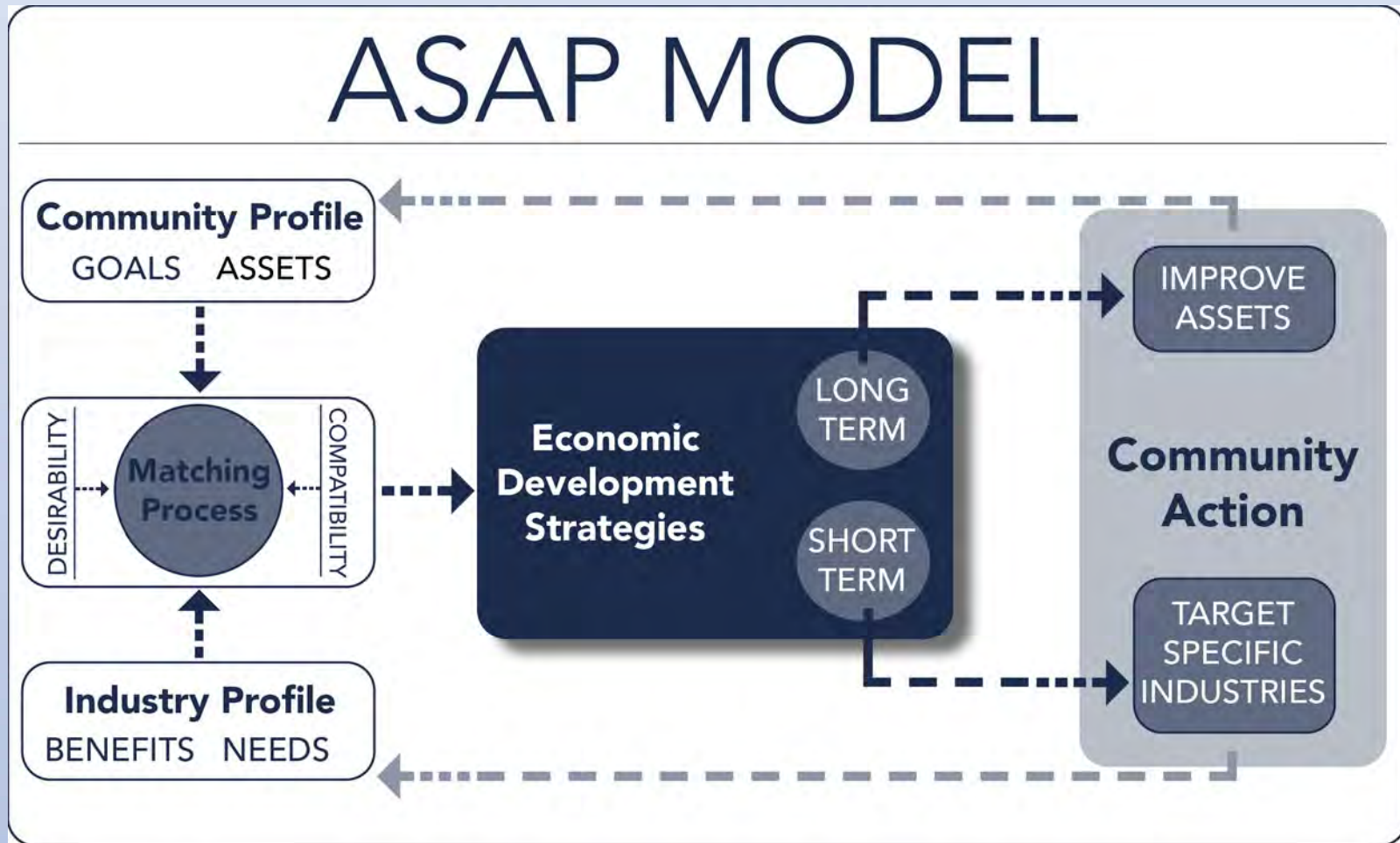


PARTNERS:

- University of Nevada Cooperative Extension
- University of Nevada Center for Economic Development
- Utah Governor's Office of Economic Development - Business Expansion and Retention Program
- Economic Development Corporation of Utah
- Economic Development Administration
- Juab, Millard, Piute, Sanpete, Sevier, and Wayne Counties
- Six County Association of Governments/Economic Development District



ASAP MODEL





ASAP ECONOMIC MODEL

The **A**rea **S**ector **A**nalysis **P**rocess

- Is a tool used to help achieve sustainable community economic development
- Evaluates and reports community goals, preferences and assets
- Evaluates and reports industry preferences and community fit
- Assists in determining long and short term economic development strategies





ASAP STEERING COMMITTEE RESPONSIBILITIES

Local Project Coordinator and Steering Committee who:

- Coordinate with ASAP Regional Team
- Provide outreach to community members
- Participate and engage in workshops and assignments
- Assist in assembling project goals/assets/strategies
- Assist in analysis and interpretation of ASAP output
- Assist in developing economic development strategic plan



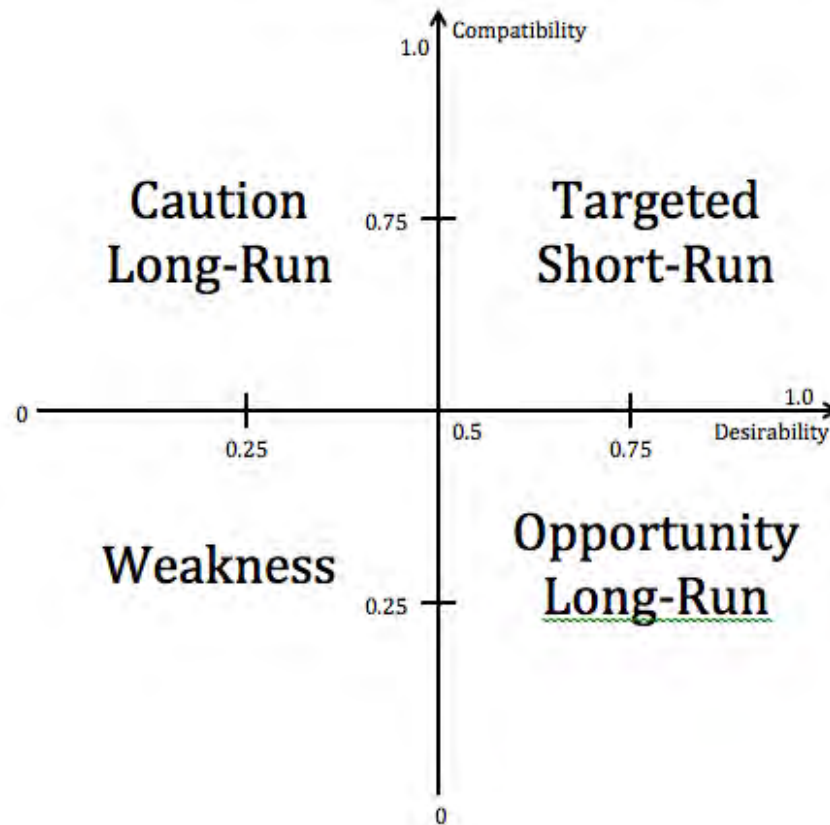
DESIRABILITY/COMPATIBILITY INDEX

- Incorporates business demands and community preferences
- Desirability gauges the strength of match between Community Goals and Business Benefits
- Compatibility gauges the strength of match between Business Demands and Community Assets



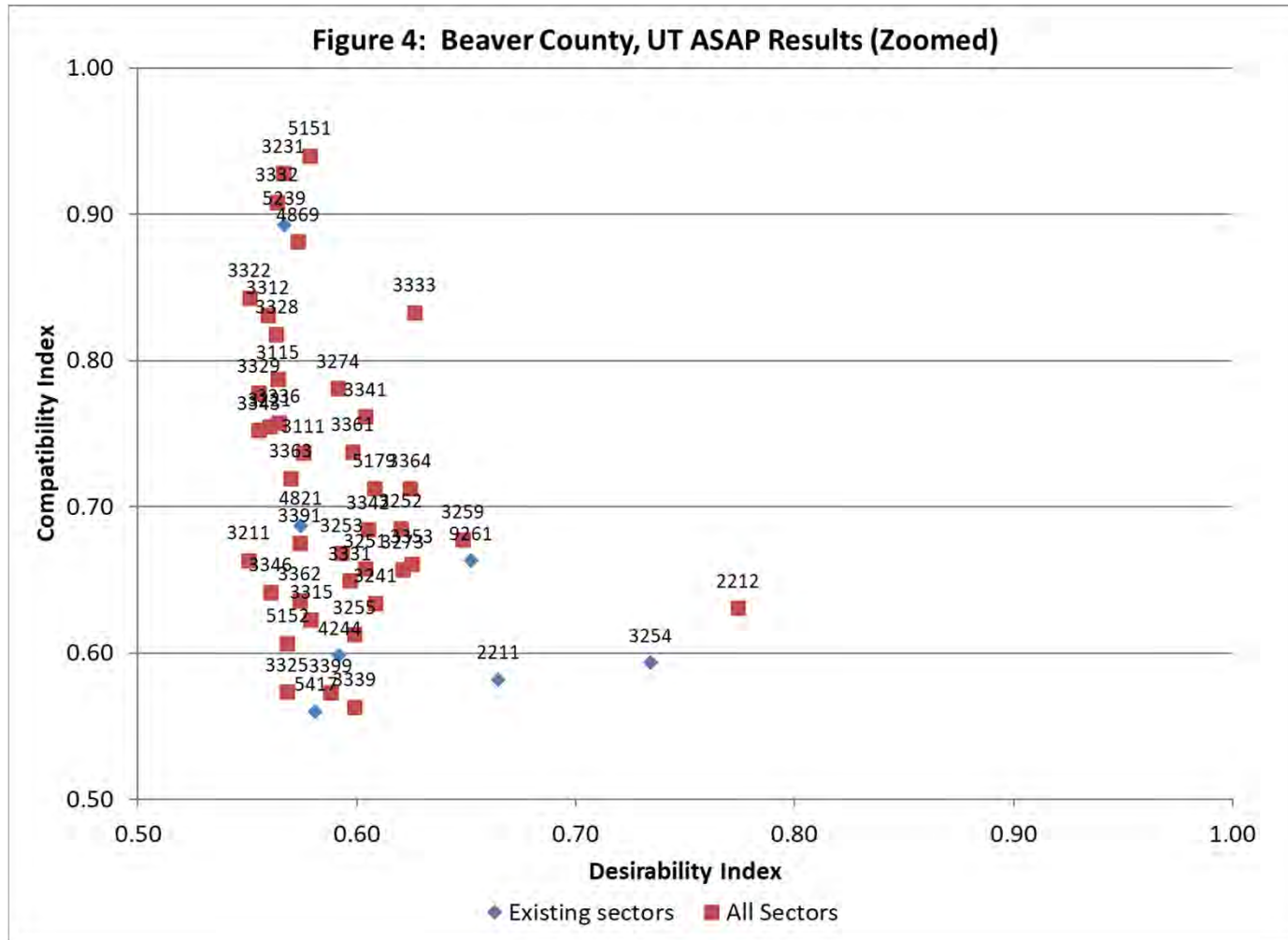
DESIRABILITY/COMPATIBILITY INDEX

Desirability/Compatibility Graph



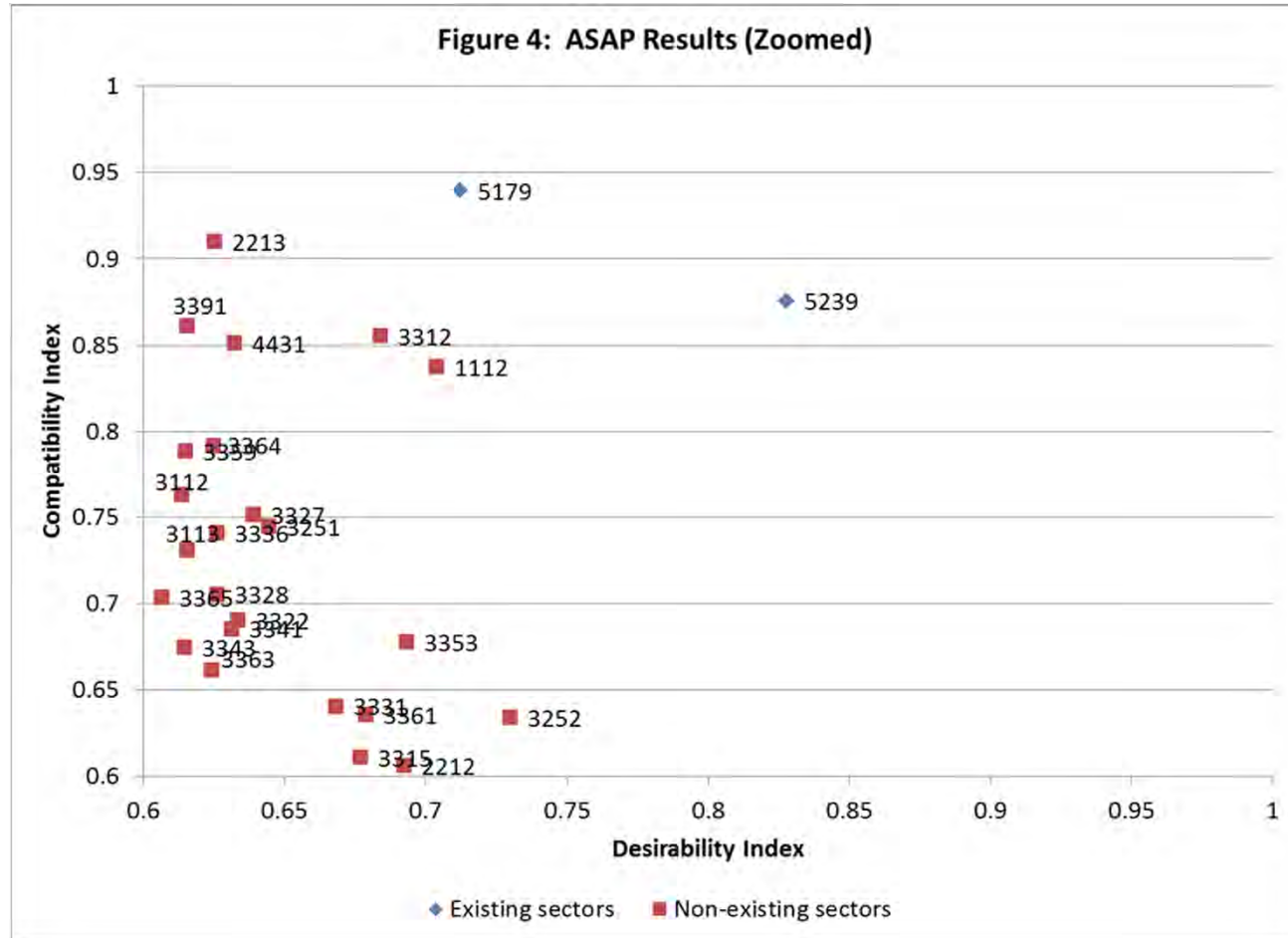


BEAVER COUNTY, UT – HIGH INDEX NAICS COMPATIBILITY > .55 AND DESIRABILITY > .55





DESIRABILITY/COMPATIBILITY OUTPUT





DESIRABILITY ANALYSIS BY NAICS

	Top 10 DI										Bottom 10 DI									
	1	3	3	3	3	3	4	5	5	5	3	3	3	3	3	3	6	3	3	3
4-digit NAICS Code	1	2	2	2	3	3	8	1	1	2	3	3	3	3	3	3	2	1	1	3
	1	5	5	5	4	4	5	5	7	3	4	5	6	6	6	9	4	1	1	1
	2	2	4	6	2	4	9	2	9	9	3	9	3	4	5	1	1	2	3	4
Desirability Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Compatibility Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Desirability Indicator																				
G1.11 - Every new job generates additional jobs in the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.12 - New businesses return profits to the community	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.13 - New businesses hire locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.14 - New businesses buy locally	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G1.15 - New businesses increase the average local wage	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.11 - New businesses do not pollute the water	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.12 - New businesses do not release toxic chemicals in the air	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.13 - New businesses are in compliance with hazardous waste management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.14 - New businesses do not emit greenhouse gas	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G2.15 - New businesses do not develop undeveloped land	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.11 - New businesses increase the local tax base	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.12 - New jobs are full-time	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.13 - New jobs offer benefits (health and/or retirement)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.14 - New jobs provide training programs	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G3.15 - New businesses support community activities	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●



COMPATIBILITY ANALYSIS BY NAICS

	TOP 10 CI										BOTTOM 10 CI									
4-digit NAICS Code	2	2	2	5	5	5	3	4	5	3	3	3	3	4	4	4	4	4	5	7
	1	2	3	1	1	4	1	4	6	1	2	3	3	2	5	8	8	9	1	2
	3	1	8	7	7	1	2	4	1	5	5	1	7	4	4	5	8	3	5	2
	1	3	1	1	9	1	1	1	9	9	6	3	1	4	1	9	5	1	2	3
Desirability Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Compatibility Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Space requirement																				
Land	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Manufacturing space	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Warehouse space	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Office space	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Retail space	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Asset requirement																				
Availability of job training programs	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Availability of financing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Low crime rate	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Affordable housing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Clean air & water	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Quality of natural ecosystem*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Outdoor recreational opportunities*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Social/cultural opportunities*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Shopping opportunities*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Quality of K-12 schooling*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Access to university/college	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Quality of health care*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Quality of public safety services*	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●



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